AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1.   (Currently amended) A method for ~~defining how to optimize~~ enhancing customer experiences, the method comprising:

defining a plurality of prioritized experiences correlating to an interaction strategy,

wherein each prioritized experience has at least one associated treatment;

and

storing the plurality of prioritized experiences in a central repository such that the

stored plurality of prioritized experiences are available for ~~consistent~~

application across ~~treatment among~~ a plurality of different types of

communication channels by a central, channel-indepenedent processing

engine[[;]]

~~wherein the step of storing is done to a central repository where the stored~~

~~experiences are available for application across a plurality of~~

~~communication channels.~~

2.   (Currently amended) The method from claim 1, further comprising:

evaluating a customer strategy for a company;

identifying a plurality of customer segments for a customer base of [[a]]the

company; and

formulating ~~an~~ the interaction strategy based on value opportunities.

3-4.   (Cancelled)

5.　(Original)　The method from claim 2, wherein evaluating the customer strategy

comprises:

evaluating business value drivers;

defining key performance indicators; and

defining business constraints.

6.　(Currently amended)　The method from claim 2, wherein identifying the plurality

of customer segments comprises:

segmenting a plurality of customers by behavior data stored in a data

warehouse;

segmenting the plurality of customers by value data stored in a data warehouse;

and

generating a two-dimensional matrix for cross-segmenting the plurality of

customers ~~by both~~ using the behavior data and the value data.

7.　(Original)　The method from claim 2, wherein formulating the interaction strategy

comprises choosing a subset of interaction reasons from a pre-defined repository of

interactions for a specified industry.

8.　(Currently amended)　The method from claim 2, wherein ~~the step of~~ formulating

the ~~new~~ interaction strategy comprises capturing a current channel mix for all customer

experiences and a future channel mix for the plurality of prioritized experiences.

9.　(Currently amended)　The method from claim 2, wherein ~~the step of~~ formulating

the interaction strategy comprises modeling value opportunities.

10.　(Original)　The method from claim 2, wherein formulating the interaction strategy

comprises ranking interaction reasons to determine a primary set of interaction reasons.

11.   (Currently amended) The method from claim [[2]] 2, wherein formulating the

interaction strategy comprises:

defining a plurality of treatments; and

assigning each of the plurality of ~~the plurality of~~ treatments to a prioritized

interaction.

12.   (Currently amended) The method from claim [[21]] 2, wherein the ~~step of~~

assigning is based on a hierarchy of grouped rules.

13.   (Currently amended) A computer program stored on a computer readable

medium for execution by a computer, the computer program comprising:

a code segment for defining a plurality of prioritized experiences correlating to an

interaction strategy, wherein each prioritized experience has at least one

associated treatment; and

a code segment for storing the plurality of prioritized experiences in a central

repository such that the stored plurality of prioritized experiences are

available for ~~consistent treatment~~ application across ~~among~~ a plurality of

different types of communication channels by a central, channel-

independent processing engine[[;]]

~~wherein the code segment for storing stores the prioritized experiences to a~~

~~central repository where the stored experiences are available for~~

~~application across a plurality of communication channels.~~

14.   (Currently amended) The computer program from claim 13, further comprising:

a code segment for evaluating a customer strategy for a company;

a code segment for identifying a plurality of customer segments for a customer

base of [[a]]the company; and

a code segment for formulating an the interaction strategy based on value

opportunities.

15-16. (Cancelled)

17.   (Original) The computer program from claim 14, wherein the code segment for

evaluating the customer strategy comprises:

a code segment for evaluating business value drivers;

a code segment for defining key performance indicators; and

a code segment for defining business constraints.

18.   (Currently amended) The computer program from claim 14, wherein the code

segment for identifying the plurality of customer segments comprises:

a code segment for segmenting a plurality of customers by behavior data stored

in a data warehouse;

a code segment for segmenting the plurality of customers by value data stored in

a data warehouse; and

a code segment for generating a two-dimensional matrix for cross-segmenting

the plurality of customers by both using the behavior data and the value

data.

19.   (Original) The computer program from claim 14, wherein the code segment for

formulating the interaction strategy comprises a code segment for choosing a subset of

interaction reasons from a pre-defined repository of interactions for a specified industry.

20.   (Currently amended) The computer program from claim 14, wherein the code segment for formulating the ~~new~~ interaction strategy comprises a code segment for capturing <u>a</u> current channel mix for all <u>customer</u> experiences and <u>a</u> future channel mix for <u>the plurality of</u> prioritized experiences.

21.   (Original) The computer program from claim 14, wherein the code segment for formulating the interaction strategy comprises a code segment for modeling value opportunities.

22.   (Original) The computer program from claim 14, wherein the code segment for formulating the interaction strategy comprises a code segment for ranking interaction reasons to determine a primary set of interaction reasons.

23.   (Original) The computer program from claim 14, wherein the code segment for formulating the interaction strategy comprises:

   a code segment for defining a plurality of treatments; and

   a code segment for assigning each of the plurality of the plurality of treatments to
      a prioritized interaction.

24.   (Original) The computer program from claim 23, wherein the code segment for assigning is based on a hierarchy of grouped rules.

25.   (Currently amended) A <u>computer-implemented</u> system for optimizing customer experiences, the system comprising:

   a workbench analysis subsystem for defining a plurality of prioritized experiences
      correlating to an interaction strategy, wherein each prioritized experience
      has at least one associated treatment; <u>and</u>

a central repository for storing the plurality of prioritized experiences <u>such that</u>

<u>the stored plurality of prioritized experiences are available</u> for ~~consistent~~

<u>application across</u> ~~treatment among~~ a plurality of <u>different types of</u>

<u>communication</u> channels <u>by a central, channel-indepenedent processing</u>

<u>engine</u>[[;]]

~~wherein the stored experiences are available for application across a plurality of~~

~~communication channels~~.

26.   (Currently amended) The <u>computer-implemented</u> system from claim 25, further

comprising a plurality of customer segments for a customer base of a company; and

an interaction strategy module for formulating ~~an~~ <u>the</u> interaction strategy

based on value opportunities.

27-28. (Cancelled)

29.   (Currently amended) The <u>computer-implemented</u> system from claim 25, further

comprising:

a first set of customer segments based on behavior data stored in a data

warehouse;

a second set of customer segments based on value data stored in the data

warehouse; and

a two-dimensional matrix for cross-segmenting the plurality of customers as a

function of the first set of customer segments and the second set of

customer segments;

wherein the plurality of customer segments are determined from the two-

dimensional matrix.

30.   (Currently amended) The <u>computer-implemented</u> system from claim 25, further comprising a pre-defined repository of interactions for a specified industry;

wherein <u>the</u> workbench analysis subsystem leverages the pre-defined repository of interactions for defining the plurality of prioritized experiences.

31.   (Currently amended) The <u>computer-implemented</u> system from claim 26, wherein the interaction strategy module captures <u>a</u> current channel mix for all <u>customer</u> experiences and <u>a</u> future channel mix for <u>the plurality of</u> prioritized experiences.

32.   (Currently amended) The <u>computer-implemented</u> system from claim 26, wherein the interaction strategy module models value opportunities.

33.   (Currently amended) The <u>computer-implemented</u> system from claim 26, wherein the interaction strategy module ranks interaction reasons to determine a primary set of interaction reasons.

34.   (Currently amended) The <u>computer-implemented</u> system from claim 26, wherein the interaction strategy module defines a plurality of treatments, and assigns each of the plurality of treatments to a prioritized interaction.

35.   (Currently amended) The <u>computer-implemented</u> system from claim 34, wherein the interaction strategy module bases the assignment on a hierarchy of grouped rules.

36.   (New) The method from claim 1, further comprising deriving insight about customers from analytical models, wherein defining the plurality of prioritized experiences is based on the derived insight.

37.   (New) The method from claim 36, wherein deriving insight from analytical models comprises:

extracting customer data for a plurality of customers from at least one database;

training an analytical model to predict customer behavior using the customer data

extracted from the at least one database;

gathering customer interaction results; and

retraining the analytical model to refine the customer behavior prediction using

the customer data extracted from the at least one database as well as the

customer interaction results.

38.   (New) The computer program from claim 13, further comprising a code segment

for deriving insight about customers from analytical models, wherein defining the

plurality of prioritized experiences is based on the derived insight.

39.   (New) The computer program from claim 38, wherein the code segment for

deriving insight from analytical models comprises:

a code segment for extracting customer data for a plurality of customers from at

least one database;

a code segment for training an analytical model to predict customer behavior

using the customer data extracted from the at least one database;

a code segment for gathering customer interaction results; and

a code segment for retraining the analytical model to refine the customer

behavior prediction using the customer data extracted from the at least

one database as well as the customer interaction results.

40.   (New) The computer-implemented system from claim 25, further comprising at

least one analytical model for use in deriving insight about customers, wherein the

derived insight is leveraged by the workbench analysis subsystem for defining the

plurality of prioritized experiences.

41.   (New) The computer-implemented system from claim 40, further comprising:

at least one database in which customer data for a plurality of customers is

stored;

wherein the at least one analytical model is trained to predict customer behavior

using the customer data extracted from the at least one database; and

wherein the at least one analytical model is re-trained using customer interaction

results.